

juggler

Display Ad Tracking System

Integration a reality. Juggler integrates with all aspects of the sales, booking and production process. Your sales staff will appreciate the automatic generation and email transmission of proof files. Booking staff will appreciate the direct communication with the production process.

Juggler

It controls the production of display ads and tracks all job elements from received material through production to archived graphics. Pongrass Juggler is the production control centre for your display ad and graphics workstations. It addresses the most pressing need of production, organising the chaos of jobs, text and graphics files on the system.

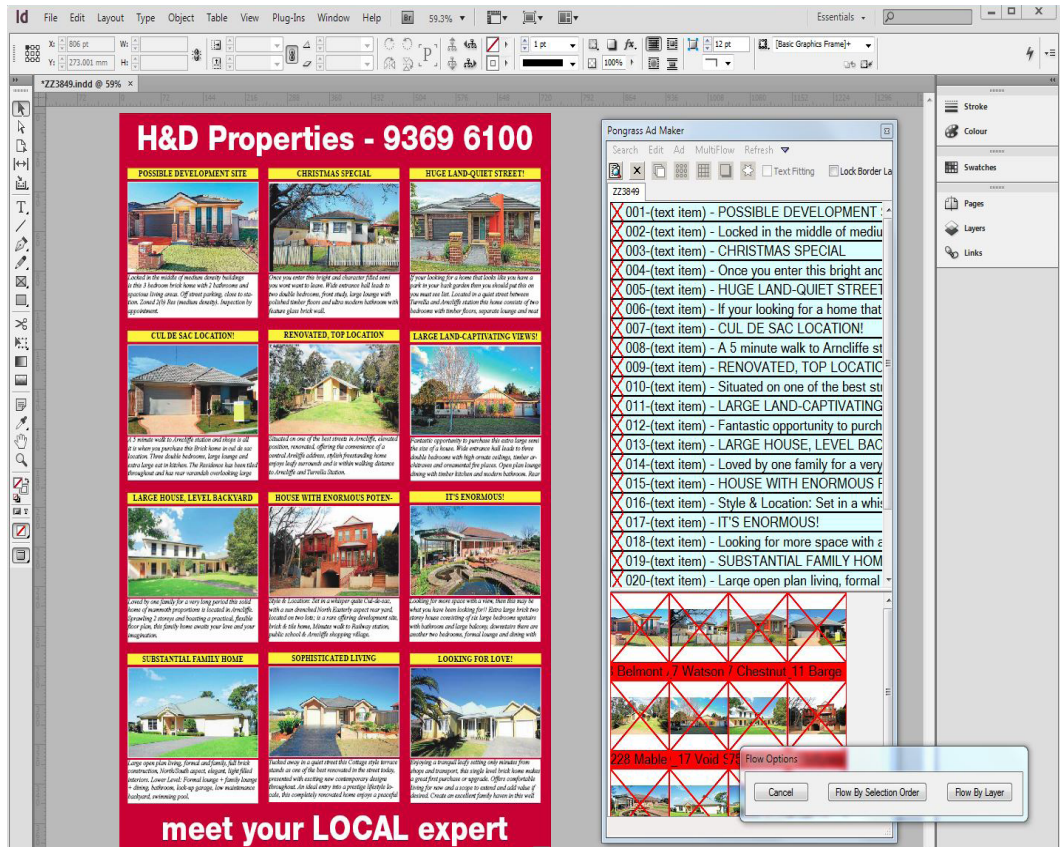
Control your Files

Recalling active data can also be a nightmare. Where is the ad to be found? Which current versions? Where are those scans? Purging the system without a database is risky. Which version can be thrown out? Is the graphic shared by several customers? Is the graphic you throw out today needed for a later edition?

Integrated to ad booking, Pongrass Juggler means: no wasted time, or needlessly duplicated tasks. Juggler picks up new booked ads, and any scan, text and the latest version of the ad will be automatically associated with the ad booking.

Control your Graphics

Finding ad graphics becomes a simple screen enquiry. Files can now be safely purged or archived: the system knows expiry dates and usage.



Pongrass Ad Tracking System

Requirements

Server

- Windows 2008 or 2012 with Sybase ASA or Microsoft SQL Server.

Client

- Windows 7 and Macintosh OSX.
- InDesign CS5.5 or CS6

Features

- Complete control of display ads
- Tracking of all ad elements.
- Easy recalling of active data
- Automatic purging and archiving.
- Up to the minute status reports
- Easy to generate custom reports.
- Automatic Internet Ads
- Wide Area Capabilities.
- The Ad Maker palette displays all ad text and graphic components.
- Ad size and name direct from database.
- Auto flow of graphics and text
- Auto resizing of text boxes.
- Create starbursts' on the fly.

Options

- Pongrass Management Console

Management Reporting

Up to the minute status reports or queries are available any time from any connected workstation. Indeed using ODBC compliant tools such as Microsoft Access or InfoMaker, custom reports can be easily generated.

Graphics and Logos

Commonly used graphics and logos are held in the database and are comprehensively indexed by customer, type, size, classification, etc. The graphics database is shared with the Pongrass Class Ad and ROP booking modules.

Automated Production Processes

It is amazing how much work is done behind the scenes by your staff to keep the production area flowing smoothly. The processes of managing folders (disk storage), purging, archiving, EPS generation, PDF generation, sending proofs to customers and managing user production takes serious time. An ROI analysis of these process savings would instantly justify the purchase of a Juggler system, and that is before the operator savings are factored in.

Wide Area Capable

Juggler supports a central and distributed production process. Juggler sites can use a central database allowing distributed production of display ads to flow to a central production site over a Wide Area Network, all under the control of a central Juggler database.

Integration

The new Pongrass Ad Maker Client (PAM) now provides integration with InDesign on Windows and Macintosh.

Database

Central to Juggler is the Relational Database, either Sybase Adaptive Server Anywhere or Microsoft SQL server running on any standard PC file server. In the case of Sybase, IBM AIX, HP-UX, Sun/Solaris and Linux can be used to host the database.

14/5-11 Hollywood Avenue Bondi Junction NSW 2022
PO Box 890 Bondi Junction NSW 1355 Sydney Australia

Telephone +61 2 9369 6100 Facsimile +61 2 9369 6150

sales@ponggrass.com.au

www.ponggrass.com.au

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